

Will it Fly?® Checklist

Module: PR Pitch

Section: Content

Section Objective: To ensure you have developed the content according to best practices.

- Does the pitch get to the point/purpose in the first sentence?
- Is the subject line of your pitch intriguing enough to make the reporter want to open your message and read more?
- Does your pitch have a "call to action" (such as meeting up at a trade show)?
- To show that you have their interests in mind, does your pitch open with a line such as, "I thought your readers might be interested in...X"?
- Does your pitch cover why this reporter should care about your company or product?
- Have you read the publication, found out who covers similar topics, and generally done research, so you're not approaching the media blindly?
- Does your pitch: have real news value, build a relationship and showcase your company as a resource?
- Have you researched the reporter enough to personalize/customize your pitch to a particular reporter's interest?
- In contacting reporters about previously published pieces on your competitors, have you mentioned (in the opening paragraph) using your company as a resource for future articles?

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See Educational Brief for Content to learn more.
